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WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California
Western Region

Approx. 15 minutes
March 20, 1944

235857

EXCLUSIVE TO STATE SUPERVISORS

FOOD FIGHTS FOR FREEDOM --- AT HOME AND ABROAD
(MRD WEEKLY SCRIPT #1)

ANNOUNCER: Good _____, friends. What are you doing to help your country manage its food supply? What can you do? You'll find out if you listen each week to Food Fights for Freedom --- at home and abroad!...A weekly presentation of the Office of Distribution, War Food Administration. Today, _____ of the state office of the Office of Distribution in _____ is going to give us information about eggs, potatoes, school lunches, and lend-lease. Greetings, _____ (OD) What's the story on eggs?

OD: To begin with, _____, it's a headline story on both the farm and home fronts. America's hen population has been working overtime. And we can all give thanks for that. Eggs are one of the most important protein foods in our war diet. So, when the War Food Administration asks everybody to buy an extra dozen during the present superabundance of eggs on the market, it shouldn't be hard to do.

ANNOUNCER:especially since eggs are unrationed....

OD:That's one of their main attributes, to be sure. Eggs are also included in the list of "no-point - low-point" foods that homemakers are being asked to feature in daily menus. All in all, eggs are the food for the home front, east and west, north and south, during the next month or so. However, the story on eggs on the farm front is a very serious one, because the warehouses are full and egg supplies are backing up on the farms.

(MORE)

OD: Pacific Coast cold storage holdings are about twice what they were
(CONT) last year at this time.

ANNOUNCER: Well, that's bad business...because the hens go right on producing
eggs.

OD: That's what we want. This year's goal, nationally, for eggs is
5 billion dozens. Or 60 billion eggs. One out of every four eggs
is needed for direct war use. We want to be sure we get those eggs,
too. Because dried eggs are proving a life-saver to our Allies and
to our own fighting men.

ANNOUNCER: I can well imagine that...if eggs are one of our most important
wartime foods, stands to reason that they'd be equally important on
the war front....

OD: Or more so, _____...when you realize that all the fresh foods
which can be processed for overseas shipment are relied upon as a
necessary part of a fighting man's diet. You know, out there in
the South Pacific, or in the fighting front in Italy, there can't
be much substitution on foods. There isn't that much variety
available.

ANNOUNCER: That's certainly true. Seems to me I remember hearing that the
British people really go for American dried eggs.

OD: We've had plenty of evidence on that. There were some rumors to
the effect that Britain didn't like our dried eggs and that dried
eggs being sent them were spoiling in transit and in storage. One
of our War Food Administration officials went to England to
investigate these rumors.

ANNOUNCER: And what did he find out?

OD: The story was just the contrary. American dried eggs were doing
a much bigger war job than we'd even hoped for. "Life-savers" was

(MORE)

OD:
(Continued)

the term many British people on the street used in talking about what dried eggs had meant to them. We want to be sure to keep those dried eggs moving to our Allies. The only way we can be sure of that, of course, is to make it possible for farmers to maintain egg production at present levels.

ANNOUNCER:

So the government is urging consumers to buy more eggs, and prevent supplies from backing up on the farm.

OD:

That's part of it. At the producer level, the WFA is supporting the egg producer's market by making purchases of shell eggs for diversion into dried eggs. About 260 million pounds of dried eggs must be produced this year for direct war requirements --- 185 million for WFA, for lend-lease program claimants, and 75 million pounds for the armed forces. 37 million pounds will come from stocks on hand.

ANNOUNCER:

Are _____ egg producers getting some of this market support?

OD:

Absolutely. Purchases are being made in carlots, based on prices quoted for U. S. wholesale No. 1 and No. 2 extras, with differentials provided for other grades and sizes. Support figures for selected western cities are being used as basing points. (Note to State Supervisor: list cities and prices in your state serving as basing points.) These prices hold good through April 15.

ANNOUNCER:

Let's see, that's _____ cents a dozen at _____....and _____ cents at _____, on U. S. wholesale No. 1 and No. 2 extras....
(Note: Have announcer repeat cities and prices)

OD:

With differentials determined for other grades and sizes...and our offices at _____ and _____ (list area offices) can give egg producers more information about prices. However, purchases will only be made in carlots. Thus, farmers with smaller quantities to sell than a carlot will need to pool their supplies.

(MORE)

OD: However, government purchases will not take up the present market
(Continued) excess. For that reason, the Office of Distribution is really putting
on an intensive campaign among civilian consumers under the slogan
"buy an extra dozen now".

ANNOUNCER: But there's a saturation point on egg consumption, a person can eat
just so many at a time.

OD: That's right. However, we are suggesting that folks put down eggs,
using the waterglass method. This way, they'll have a stockpile
in their own homes to draw on when eggs are less abundant. And if
anyone doesn't know how to "waterglass" eggs, we'll be glad to send
them a brief circular. It's a very simple process.

ANNOUNCER: Why don't I tell our listeners to write in to the station for this
circular?

OD: A fine idea...the circular is called "Eggs to the Front"....

ANNOUNCER: Okeh. Folks, if you'd like a circular on how to waterglass eggs,
write to station _____. Ask for "Eggs". Be sure to give us your
name and address. Now, _____, how about some news?

OD: Here's an item for potato growers. An embargo on the use of
refrigerator cars for shipment of low grade potatoes from nine
western states and Nebraska is expected soon. Territory to be
affected includes intermountain states of Montana, Wyoming, Idaho,
Utah and Colorado, and Pacific Coast states of California, Oregon,
Washington and Nevada. At present there is an embargo on the use of
refrigerator cars for low grade potatoes originating in North Dakota
and Minnesota. When the embargo becomes effective in the West it will
apply to potatoes grading below U. S. No. 2, minimum diameter of one
and seven-eighths inches. Purpose of the embargo would be to increase
the flow of better grade potatoes into food channels and divert lower
grades into other outlets in areas where transportation facilities
are inadequate to handle all supplies.

ANNOUNCER: And here's a message for _____ homemakers about potatoes. Irish "spuds" are about as important an item in our American diet as any you can name. Most people consider potatoes a starchy food. However, here is some information from the Bureau of Human Nutrition and Home Economics which shows other important food values. Potatoes are a source of protein, of two B vitamins, and contain more Vitamin C than many people realize. Vitamin C is easily soluble in water...thus loss may occur if sliced, pared potatoes are left to crisp in water. To minimize the loss of Vitamin C and other nutrients, the Bureau suggests that potatoes be boiled in their jackets or baked whole. Good food value lies close to the skin, so it is also suggested that people learn to eat the skins of baked potatoes.

OD: With this information on food value, homemakers will want to use more potatoes while this vegetable is a wartime "best buy". This spring, potatoes are on the list of "abundant" foods. The War Food Administration asks housewives to plan their meals so that plenty of potatoes from the crop produced in 1943 will be consumed before the new crop comes along.

ANNOUNCER: So much for the news. Now, _____ what's doing with the school lunch program?

OD: You'll recall, _____, that the OPA increased ration point allotments for school lunch programs recently, on the basis of nutritional standards set up by the Office of Distribution.

ANNOUNCER: ...Believe I did hear something like that.

OD: Well, some schools did not apply for supplemental ration point allotments during January or February. But that doesn't mean they still can't get additional allotments in March.

OD: To whom do they apply?

OD: To their local war price and rationing boards. And schools which didn't serve a Type A or B lunch previously may also apply to their local board for an increased allotment....that is, if they want to serve Type A or B lunches.

ANNOUNCER: More ration points for school lunches...that's good news for both the sponsors and the children. By the way, what do you mean by "Type A" or "B" lunches?

OD: As you may know, _____, the Office of Distribution provides a financial indemnity to schools, depending upon the type of lunch served, so children will be able to get better lunches at school. Both Type A and B lunches include meat or meat alternate, fruit and vegetables, bread or cereal, butter or margarine, and usually milk. The only difference is the size of the portion served. The indemnity for Type A is up to nine cents a meal, and for Type B, up to six cents a meal. When only milk is served, the reimbursement is two cents for each half pint of milk.

ANNOUNCER: I see. Do schools have to be getting an indemnity from your agency in order to get increased ration point allotments?

OD: Oh, no. Whether the school is receiving a Federal indemnity or not, if the nutritional standards of its lunches measure up to Type A or Type B, it may still secure additional ration points.

ANNOUNCER: Then the fact that schools can still get more points, under the OPA revision, even though they didn't apply last month, is of interest to any school with a lunch program.

OD: That's the story.

ANNOUNCER: Incidentally, from what I've heard, these lunch programs are really something.

OD: They certainly are...and they should be.

ANNOUNCER: Why do you say that?

OD: These lunch programs are a community activity. The community may get some help on its food purchases from the Office of Distribution....but the real success of the program depends upon local interest and action. And say, have you ever seen a school lunch program in action?

ANNOUNCER: No, I haven't. Might be worth seeing, though.

OD: I should say it is. One trip to a school lunch program is all you need, _____, to convince you that children not only get good health from a well-balanced lunch at noon...but they have a lot of fun, too.

ANNOUNCER: Perhaps I'd better make a visit to one of these programs. Do you suppose I could get a lunch, too?

OD: You could at least try. There's a good program operating over at the _____ school in _____. (here insert local school lunch program of interest, with brief discussion about particular feature of this program. Should run about six or eight lines.)

ANNOUNCER: Now, that does sound like good eating and good fun...I'm practically ready to leave now. That's the trouble with talking about the food picture. I always work up an appetite.

OD: Well, after all, _____, food is a pretty important item in our daily lives. And each one of us needs to do plenty of thinking and acting to help in the management of our food supply in wartime.

ANNOUNCER: ...which means, _____, that we need to carry out the Food Fights for Freedom slogan, "Produce and Conserve, Share and Play Square"....

OD: That's the answer, all right. Apply this slogan to our daily actions involving food, and we'll be doing our part to see that America food fulfills its destiny in the war against the Axis.

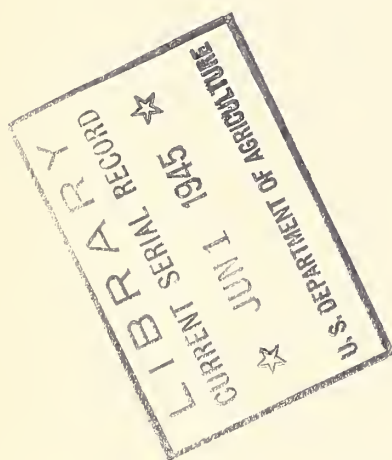
ANNOUNCER: American food continues its fight for freedom, at home and abroad. The War Food Administration sent our Allies 11 and $\frac{1}{2}$ billion pounds of food last year under lend-lease...about double the quantity sent them in 1942. The list of individual items is long and detailed, numbering around two or three hundred, and includes everything from baby food to turpentine and vitamins. Main items, however, were meat, grain, cereal, dairy and poultry products...and some of these products were from _____ farms and ranches.

OD: Lend-lease food shipments from America give the British Isles ten percent of its food supply....and lend-lease food is helping to keep the RAF flying over Germany. The food sent to Russia maintains the ration of Soviet soldiers. To supply over 5 and a half million tons of food to our Allies last year, here is what each American civilian contributed:Three-tenths of an ounce per week of beef and veal.... Three-tenths of an ounce per week of lamb and mutton....Five ounces of pork....Two-tenths of an ounce of butter per week....Three-tenths of an ounce per week of canned vegetables....Eight-tenths of an ounce a week of canned fruits and juices....Four-tenths of an ounce a week of cheese....Two and four-tenths ounces of fresh eggs, in dried form....Eight-tenths of an ounce per week of dried beans.

Lend-Lease food continues to go mainly to the United Kingdom and Russia with small quantities being shipped to Africa, the Netherlands and Greece.

This year, we have been asked to share between 11 and 12 percent of our food supply under lend-lease....yet on the home front, we will still have as much food as before the war, and we will be better-fed.

ANNOUNCER: And there you have it, friends, this week's coverage of news and information from the Office of Distribution, War Food Administration. _____ of the Office of Distribution will be back again soon (next week) at this same time to give you current information on Food Fights for Freedom..at home and abroad. This program on America's wartime food program is presented especially for _____farmers and consumers.



WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
621 Market Street, Room 700
San Francisco 3, California
Western Region

Approx. 15 minutes
March 27, 1944

EXCLUSIVE TO STATE SUPERVISORS

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FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD DAILY SCRIPT #2)

ANNOUNCER: Good _____, friends. What are you doing to help your country manage its food supply? What can you do? You'll find out if you listen each week to:

"Food Fights for Freedom --- at home and abroad!"...a weekly presentation of the Office of Distribution, War Food Administration. Today, _____ of the _____ state office for the Office of Distribution, WFA, is going to give us information about food orders, sugar, butter and eggs. Wait a minute, _____ we talked about eggs last week.

OD: And we'll do more talking about eggs next week, too....or don't you remember. We're at the start of an egg consumption campaign. But first, let's cover the latest news on food orders.

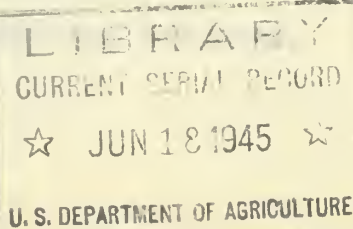
ANNOUNCER: All right....then you'll have a clear slate to talk about eggs.

OD: , Sounds as if you're ribbing me, _____. I thought I'd convinced you last week about cooperation in the "eat more eggs" campaign.

ANNOUNCER: Oh, you have. I'd just like to know what other ideas you have up your sleeve on how we can increase egg consumption.

OD: Okeh....okeh.

ANNOUNCER: Oh, yes...you wanted to tell us about food orders. What's the special news this week?



U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
OFFICE OF THE SECRETARY
Room 3000
June 18, 1945

U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

OFFICE OF THE SECRETARY

MEMORANDUM FOR THE SECRETARY
SUBJECT: [Illegible]

[The body of the memorandum contains several paragraphs of text that are extremely faint and illegible. The text appears to be a formal report or recommendation.]

U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
JUN 18 1945
OFFICE OF THE SECRETARY

- OD: Very good news for consumers. An order has been issued requiring a twenty percent cut in the stocks of frozen fruits and vegetables, and frozen poultry held in cold storage. This ~~xxxxx~~ cut must take place within the next thirty days. So consumers can expect to see some of these products on the market in the very near future.
- ANNOUNCER: I suppose the purpose of this order is to free more storage space for other commodities.
- OD: Yes, we're starting a new crop year...so we need room for the new harvest of perishables. The order also provides that all commodities in cold storage ten months or longer must be removed unless definite authorization is obtained from the director of food distribution. And as far as consumers are concerned, one of the main points in favor of these releases of frozen foods is that many of them are unrationed.
- ANNOUNCER: ...That's just what I've been thinking about. Frozen poultry is ration free.
- OD: And about half the fruits and vegetables in cold storage are also unrationed. In fact, frozen vegetables, are all ration-point free except corn, lima beans and peas. And some fruit items were reduced in ration point values a while back.
- ANNOUNCER: So it all adds up to more foods for civilians, and more cold storage space for the farmers' perishable crops.
- OD: That it does. The order also prohibits the use of cold storage facilities for nuts in the shell...and for canned fish. Frozen crabmeat and shrimp, however, are excluded from the order.

ANNOUNCER: You know, you give me an idea. This order is getting the commercial warehouse people to do something that every owner of a refrigerator or icebox should do.

ED: What's that?

ANNOUNCER: Well, we shouldn't jam the refrigerator with foods that can be kept safely in the pantry or cupboard.

ED: That's true. It's a good idea for people to manage the storage of food in their homes just as they would if they were doing the job commercially for somebody else.

ANNOUNCER: Now what is the good word on sugar, _____...or is the word "good"?

ED: "Neutral", I'd say. The sugar supply hasn't improved since the 1944 allocations were announced over a month ago. The civilian share of the total supply as now allocated will still be about 6 percent below what the home front consumed last year.

ANNOUNCER: That sounds as if we'd better go easy on the sugar in our coffee. But say, what about home canners? Will they get their sugar for canning this year?

ED: Oh, yes. Homecanners can count on about the same amount of sugar this year for food preservation as they had last year. And, incidentally, they'll get it in about the same way...using sugar dividend stamp No. 40 in Ration Book No. 4. And if they need more sugar than the dividend allows, they may apply to their local ration board using spare stamp No. 37.

ANNOUNCER: And how much additional sugar can they get?

ED: A maximum has been set at 20 pounds per person.

ANNOUNCER: I'd say that was good news.

- OD: Another good feature is that this year, homemakers won't have such difficulty getting their extra sugar from local ration boards. The whole transaction can be handled by mail, when they send in an OPA form applying for extra sugar.
- ANNOUNCER: No waiting in line at the ration board...that's really a step in the right direction.
- OD: Of course, home-canning is a very important part of our food programmore so this year than last. So, obviously, the OPA wants to make the getting of sugar as simple for everybody concerned as possible.
- ANNOUNCER: What else can you tell us about sugar...I fail yet to see anything particularly "neutral" about what you've told us. Most of it has been good news.
- OD: Except, of course, that civilians need to watch their daily sugar consumption so that their share of the supply will stretch over their needs.
- ANNOUNCER: Tell me, what's the reason for this slightly lower civilian supply of sugar?
- OD: Apparently, labor and equipment shortages, plus limits on shipping space continue to cut down the quantity of sugar available for military and lend-lease needs, as well as for civilians. However, the War Food Administration has started a number of programs to assist in getting more sugar produced. And OPA is continuing its efforts to help the sugar producing industry secure adequate supplies of labor and equipment.
- ANNOUNCER: Now, that should be encouraging to our (state) sugar producers. Say, what's the story on butter?

OD: Just this. The government is going to buy butter again for direct war needs beginning the first of April. For the past six months, you know, the government has met war requirements for butter from stockpiles built up last spring and summer during heavy production periods.

been

ANNOUNCER: Then all butter production since that time has/going to civilians?

OD: That's right...since September. Civilian supplies of butter are now at the highest level in more than a year. So, the government is starting to replenish its stocks.

ANNOUNCER: How will this be done? That is, will the War Food Administration just go out into the market and buy a lot of butter?

OD: Oh, no. It is done in a much more orderly way. Butter manufacturers will be required to set aside ten percent of their April butter production.

ANNOUNCER: And will this affect the amount of butter civilians will get during April?

OD: Not very much, if at all. Seasonal increases in butter production are expected to keep civilian supplies at about the same level as we've had this month. And that's considerably better than a year ago. In fact, during February, March and April of last year, the government didn't have any stockpiles to draw upon. So it was necessary to have a set-aside for war purposes of 30 percent.

ANNOUNCER: Then we'll really be doing a lot better this next month, with only ten percent set-aside. So far I'd say that civilians are doing quite well on the news you've been giving us.

OD: Frankly, I'd say civilians are doing very well on the food supply as a whole. However, it's up to civilians to use more of the foods that are being produced in abundant quantities. That takes the pressure off less plentiful rationed foods.

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ANNOUNCER: Is that our cue to talk about eggs?

ED: Eggs and other plentiful foods. Here, _____, I have the list of unrationed foods that have been announced by the War Food Administration to be relatively plentiful throughout the nation during the month of April.

ANNOUNCER: Why, that's quite a long list. Let's see...white potatoes...wheat flour and bread...shell eggs --- I know the eggs would be there --- macaroni, spaghetti and noodles...fresh oranges and grapefruit... oatmeal...soya flour, grits and flakes...citrus marmalade...canned green and wax beans...rye breakfast foods...frozen vegetables, including frozen baked beans...peanut butter...and dry mix and dehydrated soups.

ED: Yes, those are the items in abundance during April...and shoppers will also find moderately large supplies of raisins and prunes, which are not point-free. Then the reduced point values of canned tomatoes, canned corn and canned peas make those items a better buy. Canned peas, you know, take only two points for a No. 2 can.

ANNOUNCER: And I suppose the cut in stocks of frozen foods in warehouses ties right in with the fact that most frozen vegetables are now unrationed.

ED: Yes...and here's one item I almost forgot. Wherever there are facilities for handling frozen foods, it's expected there will also be substantial supplies of frozen blueberries, plums and prunes.

ANNOUNCER: Don't ever forget news like that. Now I go for blueberry pie.

ED: Don't we all.

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The following is a list of the names of the persons who have been named in the above mentioned document, and who are known to the undersigned as having been named in the same.

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2. The names of the persons who have been named in the above mentioned document, and who are known to the undersigned as having been named in the same.

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ANNOUNCER: We seem to have covered everything but fresh vegetables.

OD: Of course, supplies of these fresh perishables will vary from place to place. However, most of us are finding plenty of cabbage, and carrots. (NOTE TO STATE SUPERVISORS: List other plentiful vegetables in your State).

ANNOUNCER: And now, I gather we're at the end of our rope...except for the eggs...

OD: How'd you guess it?

ANNOUNCER: Okeh...what's on your mind today about eggs?

OD: With Easter, just around the corner, we're beginning to think about Easter egg hunts for the children.

ANNOUNCER: And what about the grown-ups?

OD: All right...Easter egg hunts for the children and the grown-ups.

ANNOUNCER: So, you're going to tell us that with fresh eggs so plentiful we should use colored hardboiled eggs, instead of candy ones. Is that it?

OD: You're a mind reader. And we know that Easter candies won't be very plentiful, with sugar rationed. Therefore, we might as well concentrate on coloring and dyeing hen's eggs.

ANNOUNCER: Of course, the hard-boiled eggs are really better for one's health than too many candy eggs.

OD: Even so, I wouldn't recommend eating too many hard-boiled eggs all at one time.

ANNOUNCER: You mean, a dozen or so, all at once. No I wouldn't suggest that either.

and having been the subject of a long and

very long and interesting history, it is not

possible to say that it is a new and

original work, but it is a very

valuable and interesting

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OD: For that very reason, folks who do color or dye a lot of eggs for their youngsters should remember that it's fine to do this for Easter fun...but let's not waste any. After all, we may have an over-supply. But at the same time, eggs shouldn't be used in a wasteful manner.

ANNOUNCER: That shouldn't be any problem. Seems to me, when I was a kid we had hardboiled eggs leftover from egg hunts. And my mother just used them the next day in our lunches for salads and other dishes.

OD: I think that's the answer, all right. We'll have to put the responsibility on the parents to make the youngsters realize that these eggs are food...and food shouldn't be wasted.

ANNOUNCER: Well, from the sound of things, _____, egg producers shouldn't have any trouble with their heavy supply. We'll eat more eggs during April. We'll put 'em down in waterglass for a rainy day... and we'll color 'em for Easter egg baskets.

OD: And if we do all that, you're right...we can keep supplies moving from the farms to the dinning tables.

ANNOUNCER: Now, _____ any more news for us?

OD: Let's see, here's an item about canned fruit juice and another on canned fish.

ANNOUNCER: Okeh, what's the story on canned fruit juices?

OD:

Canned orange juice and blended orange and grapefruit juice are beginning to appear on grocers' shelves for the first time in nearly two years. Civilian consumers can look forward to nearly five million cans this year...about half the amount available in pre-war years. And civilians can expect about the same amount of grapefruit juice as they had during the past two years. The reason canned ~~orange~~ orange juice and orange-grapefruit juice blend are again being lined up on grocers' shelves is that an unlimited amount of time was made available in February of this year to canners of orange juice and blended juice. And after army requirements are met, there still will be almost five million cans left for civilians. The ~~for~~ government needs more canned grapefruit juice this year. But late this year, a million and three-quarters cases of canned grapefruit juice were released for civilian use. So this helps to balance off the increased quantities needed from this year's pack for the armed forces. And all in all, homemakers can expect more canned citrus ~~for~~ juices.

ANNOUNCER:

More indication of how lucky we Americans are in terms of food. And now, _____, that item on canned fish.

OD:

Civilians will get about half the expected supply of canned fish this year. This means about one-fourth more fish than civilians had last year. It's estimated that canned fish production will be about ten percent more than last year's. Civilians owe their increased allotment to both reduced lend-lease requirements and increased production.

ANNOUNCER:

and there you have it, friends...this week's coverage of news and information from the Office of Distribution, War Food Administration. _____ Of the Office of Distribution will be back again soon (next week at this same time) to give you more current information on Food Fights for Freedom...at home and abroad. This program on ~~xxxxxxxxxx~~ America's wartime food program is presented especially for _____ farmers and consumers.

